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**BAS 282 – Principles of Marketing**

Marketing is all around us.  We are subjected to marketing and advertising most of our day as we drive to work, watch TV, listen to the radio, or simply take a walk; marketing is all around us.  This course will give you an in-depth analysis of marketing topics.  Throughout the course, you will complete unit assessments that will eventually become a full marketing plan for a new product or service that you want to develop.

**Credit:** 3.0

**Contact Hours:** 45 Hours

**Prerequisites/Co-requisites:** BAS 160 or consent of instructor

|  |  |  |
| --- | --- | --- |
| **Module Name** | **Credit Hours** | **Description** |
| Module 1: Introduction to Entrepreneurial Marketing | .5 | The marketing environment, marketing ethics, and social responsibility |
| Module 2: Environmental Market Strategy Planning | .5 | Consumer behavior, market research, and segmentation strategies |
| Module 3: Product and Market Strategies | .5 | Product strategies |
| Module 4: Market Distribution and Promotion | .5 | Distribution and promotional strategies |
| Module 5: Pricing Strategies | .5 | Price planning and pricing strategies |
| Module 6: Market Implementation, Evaluation, and Control | .5 | Marketing plans, implementation, and measurement |
| **Total Credit Hours:** | 3.0 |  |

**Duration:** Calendar start and finish dates are determined by the student's **Enrollment Notification***.*

**Instructor Information**

To access and view instructor contact information, click on ***Your Instructor(s)*** from the menu on the left when you access your course in Blackboard.

**Required eResources**

Hunt, S. C. & Mello, J. E. (2013).  *Marketing* (1st ed).  New York: McGraw-Hill.

You are also welcome to purchase the E-Text if the publisher has one available for purchase.  Please visit www.mhhe.com to see if this option is available.  This class will be using the E-Book, which will be embedded into your BlackBoard course.

Before you can access the course, you must create a free profile once you click on the above link.  Then, Connect will ask you if you want to enroll into the course and you should choose to enroll.  This will give you access to all materials.

If you are having technical issues with Connect, then at the top of the screen you will click on "help".  You will be redirected to an online chat service and they will help with all issues dealing with Connect.

**Software Requirements**

Make sure the appropriate software and plug-ins are installed on your computer. Be sure to review, and if necessary, install appropriate software and plug-ins listed in the software section of the ***Getting Started*** area in the Blackboard module shell.

**Schedule/Calendar**

This course module is offered on a self-paced basis. Calendar start and finish dates are determined by the student's **Enrollment Notification**.

**COURSE MODULE INFORMATION**

**Competencies/Student Learning Outcomes**

Upon completion of this course, the student will be able to:

**Module 1:**

1. Describe the marketing functions and the ways marketing facilitates exchange and creates economic utility.

2.  Explain the components of the marketing plan.

3.  Describe marketing challenges currently facing businesses and organizations.

**Module 2:**

1. Analyze current political, social, economic and demographic trends and the impact on market strategies and practices.

2.  Explain the market segmentation process as well as targeting, positioning, and mass marketing.

3.  Explain S.W.O.T. Analysis.

4.  Demonstrate a basic understanding on preparing market objectives.

**Module 3:**

1.  Describe the different product classes for the consumer and organizational markets and apply these product classification concepts in planning and evaluating marketing strategies.

2.   List the stages of the product life cycle and describe the new product development process.

3.  Describe the role of marketing research with respect to the development of marketing strategies, new product ideas, and marketing problem-solving.

**Module 4**:

1.  Evaluate distribution channels in terms of marketing functions performed, degree of market exposure achieved and the balance of service to total cost.

2.  Describe and evaluate various promotional efforts, including advertising, sales promotion, personal selling, and publicity.

**Module 5:**

1.    Describe and evaluate pricing strategies and decisions.

**Module 6:**

1.  Describe the different product classes for the consumer and organizational markets and apply these product classification concepts in implementing and evaluating marketing strategies.

2.  Implement and evaluate distribution channels in terms of marketing functions performed, degree of market exposure achieved and the balance of service to total cost.

3.  Implement and evaluate various promotional efforts, including advertising, sales promotion, personal selling, and publicity.

4.  Implement and evaluate pricing strategies and decisions.

**Outline**

**Module 1:**

Unit 1:  An Introduction to Marketing

              A.   An Overview of Marketing

              B.   Functions of Marketing

Unit 2:   The Marketing Environment

               A. Internal

               B.  External

Unit 3: Marketing Ethics and Social Responsibility

               A. Consumer

               B. Industry

**Module 2:**

Unit 1:    Market Analysis

                  A.  Consumer Market

                  B.  Organizational Market

Unit 2:    Market Decisions

                  A.  Marketing Research

                  B.  Interpret Research Results

Unit 3:    Market Segmentation Process

                  A.  Targeting

                  B.  Positioning

                  C.  Mass Marketing

**Module 3:**

Unit 1:     Product Planning

                A.  Introduction to Product

                B.  Different Product Classes

Unit 2:     Stages of the Product Life Cycle

                A.  New Products

                B.  Mature Products

Unit 3:     Marketing Strategies

                A.  New Product Ideas

                 B.  Marketing Problem-Solving

**Module 4:**

Unit 1:      Distribution Planning

                 A.  Marketing Channels

                 B.  Wholesaling and Retailing

                 C.  Physical Distribution

Unit 2:      Promotion Planning

                 A. Overview of Promotion Planning

                 B.  Advertising and Publicity

                 C.  Personal Selling and Sales Promotion

**Module 5:**

Unit 1:      Price Planning

                 A.  Costs

                 B.  Economy

Unit 2:      Pricing Tactics

                 A.  Strategies

                 B.  Considerations

Unit 3:      Evaluation

                 A. Evaluation Plan

                 B.  Feedback

**Module 6:**

Unit 1:      Marketing Management

                 A.  Planning for the Future

                 B.   Marketing Information Systems

Unit 2:      Marketing Plan

                 A.  Distribution Channels Plan

                 B.  Advertising Plan

                 C.  Pricing Plan

                 D.  Evaluation

Unit 2:      Marketing Opportunities

                 A.  International and Global Marketing

                 B.  Idea Marketing

                 C.  Service and Non-Profit Marketing

**GENERAL EDUCATION COMPETENCIES**

Students should prepare for twenty-first century challenges by gaining:

1. Knowledge of human cultures and the physical and natural worlds through study in the sciences and mathematics, social sciences, humanities, histories, languages, and the arts.

2. Intellectual and practical skills, including

* inquiry and analysis
* critical and creative thinking
* written and oral communication
* quantitative literacy
* information literacy
* teamwork and problem solving

3. Personal and social responsibility, including

* civic knowledge and engagement (local and global)
* intercultural knowledge and competence
* ethical reasoning and action
* foundations and skills for lifelong learning

4. Integrative and applied learning, including synthesis and advanced accomplishment across general and specialized skills.

**MODULE ASSESSMENTS**

**Pre-Test:**

Students are required to complete a non-graded module Pre-Test, which consists of multiple choice questions. The Pre-Test is designed to measure the student's knowledge and skill level prior to participation in the module learning content; as well as helping the learner to identify certain areas he/she will need to focus on in the course module content.

Test questions cover module competencies and the feedback helps you to recognize areas in which further study would assist you with the overall learning process and building on mastery of the subject matter.

**Credit for Prior Knowledge:**

KCTCS Online Learn on Demand open-entry course modules is based on the goal that students will demonstrate competency.  Through KCTCS Online Learn on Demand, students have one opportunity to receive credit for prior learning.  To receive this credit, students must demonstrate mastery of the course module competencies through the following steps:

* Take the pre-test.  The pre-test may only be taken once to receive prior credit.  If the score on the pre-test meets a level of pre-determined competency, the student will have the option to immediately complete the unit's final assessment.
* If the student demonstrates mastery of competencies on all units' final assessments, a final grade will be awarded and the student will receive credit for the course.  The final grade is based upon the scores on each unit's final assessment within the course.
* If the student does not demonstrate mastery of competencies on the respective unit's final assessment, the student must remain enrolled in the course module until successfully completing all of the course module requirements, or until the end date of the course module- whichever comes first.  Upon the end date of the course module, the student will receive a final grade based on completed assignments.

**In this course:**

Eligibility for Credit for Prior Knowledge is determined with an overall score of 90% to 100% on the module Pre-Tests.

Students who score in this range on the module Pre-Tests will immediately be able to move on take the module Post-Assessments. Module Post-Assessments involve creating elements of a marketing plan.

Student mastery level has been determined to be a score of 90% or higher for this course module. This means:

* If you score below 90%, student will be directed to areas of weakness for restudy in order to master subject topics, prior to reattempting the assessment.
* If you receive a 90% or above on the first submission of your marketing plan, you can move directly to the next module and receive Credit for Prior Knowledge in the module. Your final module grade is the grade on the marketing plan.

**Post-Assessment:**

Module Post-Assessments involve creating elements of a marketing plan. Modules are divided into units and each unit contains an assessment that builds toward a final marketing plan.

The marketing plans you develop here, may be used as a portfolio to demonstrate your work to future employers.

**GRADING CRITERIA**

**BAS 2821**

**BAS 2821 Unit 1:**

Unit 1 Journal question                           10 Points

Unit 1 Assignment                                    30 Points

Unit 1 Post-Test                                        50 Points

Unit 1 Assessment                                    50 Points

**BAS 2821 Unit 2:**

Unit 2 Journal question                           10 Points

Unit 2 Assignment                                    30 Points

Unit 2 Post-Test                                        50 Points

Unit 2 Assessment                                    50 Points

**BAS 2821: Unit 3:**

Unit 3 Journal question                           10 Points

Unit 3 Assignment                                    30 Points

Unit 3 Post-Test                                        50 Points

Unit 3 Assessment                                    50 Points

**Total 2821 Points 420 Points**

**BAS 2822**

**BAS 2822 Unit 1:**

Unit 1 Journal question                            10 Points

Unit 1 Post-Test                                         50 Points

Unit 1 Assessment                                     50 Points

**BAS 2822 Unit 2:**

Unit 2 Journal question                            10 Points

Unit 2 Assignment                                     30 Points

Unit 2 Post-Test                                         50 Points

Unit 2 Assessment                                     50 Points

**BAS 2822 Unit 3:**

Unit 3 Journal question                            10 Points

Unit 3 Assignment                                     30 Points

Unit 3 Post-Test                                         50 Points

Unit 3 Assessment                                     50 Points

**Total BAS 2822 Points 390 Points**

**BAS 2823**

**BAS 2823 Unit 1:**

Unit 1 Journal question                             10 Points

Unit 1 Assignment                                      30 Points

Unit 1 Post-Test                                          50 Points

Unit 1 Assessment                                     50 Points

**BAS 2823 Unit 2:**

Unit 2 Journal question                             10 Points

Unit 2 Assignment                                      30 Points

Unit 2 Post-Test                                          50 Points

Unit 2 Assessment                                     50 Points

**Total BAS 2823 Points 280 Points**

**BAS 2824**

**BAS 2824 Unit 1:**

Unit 1 Journal question                             10 Points

Unit 1 Assignment                                      30 Points

Unit 1 Post-Test                                          50 Points

Unit 1 Assessment                                     50 Points

**BAS 2824 Unit 2:**

Unit 2 Journal question                                10 Points

Unit 2 Assignment                                       30 Points

Unit 2 Post-Test                                           50 Points

Unit 2 Assessment                                       50 Points

**Total BAS 2824 Points 280 Points**

**BAS 2825**

**BAS 2825 Unit 1:**

Unit 1 Journal question                           10 Points

Unit 1 Assignment                                    30 Points

Unit 1 Post-Test                                        50 Points

Unit 1 Assessment                                    50 Points

**BAS 2825 Unit 2:**

Unit 2 Journal question                           10 Points

Unit 2 Post-Test                                        50 Points

Unit 2 Assessment                                    50 Points

**Total BAS 2825 Points 250 Points**

**BAS 2826**

**BAS 2826 Unit 1:**

Unit 1 Journal question                            10 Points

Unit 1 Post-Test                                         50 Points

Unit 1 Assessment                                     50 Points

**BAS 2826 Unit 2:**

Unit 2 Post-Test                                          50 Points

Unit 2 Assessment                                     100 Points

**Total BAS 2826 Points 260 Points**

**Total BAS 282 Course Points 1,880 Points**

The following grading scale will be used:

|  |  |
| --- | --- |
| **Grade** | **Score Achieved** |
| **A** | 1880 - 1692 |
| **B** | 1691 - 1504 |
| **C** | 1503 - 1316 |
| **D** | 1315 - 1128 |
| **E** | Below 1127 |

**POLICIES**

**Plagiarism Statement**

Plagiarism and cheating are serious academic offenses. The KCTCS regulations pertaining to plagiarism and cheating can be found in Sections 2.3.1.1, 2.3.1.2, and 2.3.1.3 of the KCTCS Code of Student Conduct. Penalties for violation of these policies can be found in Section 2.3.2.1 and 2.3.2.2.

**Disability Statement**

The Kentucky Community and Technical College System would like to help students with disabilities achieve their highest potential in academic studies. In order to receive accommodations on assignments or examinations, proper documentation must first be provided to the Office of Disability Services at your home campus. You must then self-identify and conference with the Director of Disability Support Services or Manager of Disability Services to begin receiving accommodations in the course/module. For more information, contact the KCTCS Online Help Desk.

**HELP AND SUPPORT**

**Blackboard**

The Blackboard Support Center can help provide support via Frequently Asked Questions, email, chat, and phone regarding Blackboard 24 hours a day, 7 days a week.

Help can be accessed by navigating to the top of your course webpage and selecting "Help" in blue. You can also access directly with this link: <http://bbcrm.edusupportcenter.com/ics/support/default.asp?deptID=8158>

**Student Services**

The KCTCS Online Student Services Help Desk provides Frequently Asked Questions, email, chat, and phone service 24 hours a day, 7 days a week. Student Services staff can help you with any question you have about the application process, financial aid, registering for classes, tuition payments, and other student services.

You can access KCTCS Online Student Services here: <http://kctcs-lod.edusupportcenter.com/sims/helpcenter/layoutOne/SelfHelpHome.seam?inst_name=kctcs_lod&cid=3765>

**Course-Specific Questions**

If you have a specific question about the course or the content, please contact your instructor as soon as possible. Your instructor's contact information is under the "Your Instructor(s)" link on the course menu. Please allow 24-48 hours for your instructor to respond to your questions.

**Starfish**

Starfish is a student support tool that can help you succeed in your course. Your instructor can raise flags if there's a concern about your progress, give you kudos for good performance, or make to-do items for you that will help you succeed. You can also use Starfish to schedule appointments with your instructor or your Virtual Student Success Coach. Be sure to click on "Starfish" from the navigation menu in Blackboard to learn more and to create your student profile!

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